

NEWS
Benson, Minnesota
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The Editor's Page

Late and Lame

Six cigaret companies have just issued a statement that says, in part, "... it is not the intent of the industry to promote and encourage smoking among youths." Almost all manufacturers have decided to drop advertising from college newspapers, magazines and football programs and Canadian tobacco manufacturers announced they would not run cigaret commercials on radio or television before 9 p. m. All this is described by The Publishers' Auxiliary, a newspaperman's newspaper, as "a striking display of self-honesty".

The editor of The News, a smoker himself, cannot agree with this fatuous claim of the Publishers' Auxiliary, for it seems evident that tobacco companies are only bending before building mass of evidence that cigaret smoking is harmful to health. Any confirmed fag puffer can tell you that cigarets aren't good for you and in recent years research has indicated that cigarets are a factor in lung cancer and heart disease.

In the face of this, until very recently the tobacco companies have aimed their advertising at young people, using athletes, "hot rodders", near juvenile sophisticates and the like to peddle their wares. They have, with a great measure of success, sought to fasten the habit on young people from the days of radio programs featuring Kay Kayser, Benny Goodman and Glenn Miller to the present sorry spectacle of athletes sucking joyfully on a butt for the edification of television viewers.

Tobacco companies have been attempting to sell new generations on the habit of smoking and any statement to the contrary is ridiculous. They have done so without appeal to moderation and with massive resistance to any claims that cigarets may be harmful. Their present apparent switch away from youth is nothing more bending than to mounting evidence that smoking is a threat to health.

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